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PTO/SB/08A (08-00)

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1

of

2

Complete if Known

Application Number	09/921,060
Filing Date	Aug. 2, 2001
First Named Inventor	Steinberg
Group Art Unit	Not known
Examiner Name	Not known
Attorney Docket Number	99997.023404

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
		4,954,003		Shea	Sept. 4, 1990	
		5,250,789		Johnsen	Oct. 5, 1993	
		5,305,935		Weiner	April 26, 1994	
		5,761,648		Golden et. al.	June 2, 1998	
		5,774,870		Storey	June 30, 1998	
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		6,038,597		Van Wyndgarden	March 14, 2000	
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		6,195,644	B1	Bowie	Feb. 27, 2001	

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Examiner Initials *	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T _e
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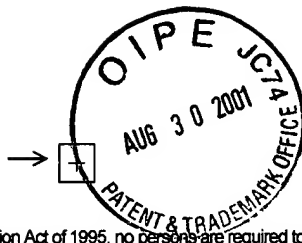
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Sheet 2 of 2

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Filing Date	Aug. 2, 2001
First Named Inventor	Steinberg
Group Art Unit	Not known
Examiner Name	Not known
Attorney Docket Number	99997.023404

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	1	BOSWORTH, DAVID, Customers, Marketers love loyalty programs, Web page article, Feb. 26, 2001, pp. 1-3, http://www.strategymag.com/articles/magazine/20010226/sdi-loyaltyoverview.html	
	2	Donate Hotel & Loyalty Points, Web page, no date, p. 1, http://www.wish.org/home/giving_loyalty.htm	
	3	DOWLING, GRAHAME R. AND MARK UNCLES, Do Customer Loyalty Programs Really Work?, Web page article, p. 1, 2001, http://www.okpi.com/buzz/synopses/programs_work.html	
	4	The Value of Privacy, Web page article, no date, p. 1, http://www.retailindustry.about.com/industry/retailindustry/library/weekly/aa111099.htm	
	5	About Coolsavings, Web page, Aug. 30, 2001, http://www.info.coolsavings.com/news/corp.asp	
	6	What is clickrewards?, Web page, no date, http://www.clickrewards.com/about.html	
	7	Netcentives-Loyalty Marketing, Web page, http://www.netcentives.com/solutions/loyaltysolutions.html	

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